

GUSTAV HENINGBURG ASSOCIATES, INC.

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BIOGRAPHICAL DATA

for

GUSTAV HENINGBURG

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Gustav Heningburg
President
Gustav Heningburg Associates, Inc.
and
Anngus Communications, Inc.

GUSTAV HENINGBURG, President of Gustav Heningburg Associates, Inc., and Anngus Communications has received wide recognition for a distinguished career encompassing civil rights, community leadership, urban affairs, higher education, public affairs and television broadcast journalism. He has been cited repeatedly by leaders in the public and private sectors and the media for extraordinary service to society.

In Gustav Heningburg Associates, Heningburg has assembled a talented group of black and Hispanic professionals who provide consultation services in areas of communications, public policy development, affirmative action — with special expertise in the construction industry — conflict mediation, and political and public opinion polling services in minority communities.

Anngus Communications, also founded by Heningburg in 1980, is a joint venture with Keyes, Martin and Company, one of New Jersey's major advertising and public relations firms. Anngus is a full service firm, providing a broad range of communications services.

Prior to establishing his consulting firm in 1960, Heningburg served for 12 years as President and Chief Executive Officer of the Greater Newark Urban Coalition. In that role, he earned the trust and respect of welfare recipients and corporate presidents . . . of community based street organizers and mayors and governors. He was the prime architect of the "Newark Plan", which provided training and employment for hundreds of black and Hispanic construction workers. This plan became the model later adopted by the State of New Jersey, and has been widely hailed as the most effective construction affirmative action plan in America. He mediated the settlement of the nation's longest public housing rent strike at Newark's Stella Wright Homes, leading a federal court judge to comment that his "credibility and his quiet, effective leadership brought order out of chaos, and produced solutions where many thought none existed." The Greater Newark Chamber of Commerce's Metro Magazine described him as a "communicator, advocate and idea giver of extraordinary skill." He has been described by three former governors of New Jersey as one of the Garden State's most important citizens.

Before coming to the Urban Coalition as its first president in 1968, Heningburg served for five years as assistant to the president of the NAACP Legal Defense and Educational Fund. He also served for five years as vice-president of Harold L. Oram, Inc., a fund-raising and public relations firm with offices in New York, Washington, D.C. and San Francisco. Following seven years service as an Army Counter Intelligence Corps officer, Heningburg served as Director of Alumni Affairs for the United Negro College Fund.

He was born at Tuskegee Institute, Ala., where his father taught. He grew up in North Carolina, and his family moved to New York during his senior year in high school. He graduated from Hampton Institute in 1950, and in 1970 received his Alma Mater's Distinguished Alumni Award. Two years later he received the distinguished citizens award from Fairleigh Dickinson University. He has received more than 100 other awards and citations from groups as diverse as the Salvation Army, American Civil Liberties Union and the Black Organization of Students at Rutgers University.

In a parallel career, Heningburg has served since 1972 as host of WNBC-TV's award winning public affairs program "Positively Black." He was nominated for an "Emmy" in 1977 by the Academy of Television Arts and Sciences. In 1980 he received the National Urban Coalition's Urban Journalism Award for his series of television commentaries on the problems of the cities.

He also served for two years as Senior Correspondent on New Jersey Nightly News, aired daily on WNET Channel 13 and New Jersey Public Television. In that capacity, he was honored by the New Jersey Bar Association for his coverage of the first televised court-room trial in New Jersey history.

Heningburg has served as a trustee of three colleges, and has been an Adjunct Professor at City College in New York, and Seton Hall University. He is a popular public speaker, a past director of the Regional Plan Association and currently serves on the RPA New Jersey Committee.

In his spare time, he is a sailor, horseman, motorcyclist, tennis buff and swimmer. Of all his awards, he is most proud of a small plaque he received from the Welfare Rights Organization in 1974. It reads ". . . Gus listens to us, fights for us, and we love him."